

IN THE SPECIFICATION

Please replace page 4, line 15 – page 5, line 30 of the Specification with the following”

Before the broadcaster can receive viewer usage information, they have to create 16 a privacy policy file. The privacy policy file describes all the items of information that the broadcaster wishes to receive, and the intended use for this information. ~~In the following~~ **One such** example, ~~is~~ the W3C standard P3P (Platform for Privacy Preferences) ~~is used~~, as **further** described **on their Website and published specifications**, at ~~http://www.w3.org/TR/P3P~~, but other representations would be equally applicable.

```
<POLICIES xmlns="http://www.w3.org/2002/01/P3Pv1">
<POLICY name="sample"
  discuri="http://www.example.com/viewing-policy.html"
  opturi="http://www.example.com/opt.html">
  <ENTITY>
    <DATA-GROUP>
      <DATA ref="#business.name">Example, Corp.</DATA>
      <DATA ref="#business.contact"
        info.online.email">privacy@example.com</DATA>
    </DATA-GROUP>
  </ENTITY>
  <ACCESS><none/></ACCESS>
  <DISPUTES-GROUP>
    <DISPUTES resolution-type="service"
      service="http://www.example.com/privacy.html"
      short-description="Please contact our customer service desk
        with privacy concerns by emailing
        privacy@example.com"/>
    </DISPUTES-GROUP>
  <STATEMENT>
    <PURPOSE><admin/><pseudo-analysis/></PURPOSE>
    <RECIPIENT><ours/></RECIPIENT>
    <RETENTION><indefinitely/></RETENTION>
    <DATA-GROUP>
      <DATA ref="#user.gender">
        <CATEGORIES><demographic/></CATEGORIES>
      </DATA>
      <DATA ref="#user.name.family">
        <CATEGORIES><demographic/></CATEGORIES>
      </DATA>
      <DATA ref="#user.name.given">
        <CATEGORIES><demographic/></CATEGORIES>
      </DATA>
      <DATA ref="#dynamic.interactionrecord">
        <CATEGORIES><interactive/><navigation/></CATEGORIES>
      </DATA>
```

```
-----</DATA-GROUP>  
-----<DATA-GROUP base="http://www.tv-anytime.org/usage-history-p3p-  
-----schema">  
-----<DATA ref="#av.playrecording"/>  
-----<DATA ref="#av.playstream"/>  
-----<DATA ref="#av.record"/>  
-----<DATA ref="#video.slowmotion"/>  
-----<DATA ref="#data.archive"/>  
-----</DATA-GROUP>  
-----</STATEMENT>  
-----</POLICY>  
</POLICIES>
```

Whilst a detailed discussion of the above example is not necessary, --